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The Dun & Bradstreet Corporation

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NEW BUSINESS INCORPORATIONS REGISTER MODEST INCREASE

NEW YORK, Jan. 22--New business incorporations in September increased 6.3 percent to 55,476 from 52,191 in September 1985, according to The Dun & Bradstreet Corporation.

In the first nine months of 1986, new incorporations totaled 525,366, an increase of 6.3 percent over the 494,393 new incorporations in the same period in 1985

"Despite the continued slippage in the oil-producing and agricultural regions, the rise in new incorporations throughout the rest of the U.S. is enough to render a net gain for the country as a whole," said Joseph W. Duncan, corporate economist and chief statistician for The Dun & Bradstreet Corporation.

Of the 39 states reporting year-to-date increases in the first nine months of 1986, 15 had gains of more than 10 percent. Significant increases in new incorporations occurred in Connecticut, up 36.7 percent to 9,694; Maine, up 18.6 percent to 2,251; and North

Dakota, up 18.1 percent to 730. The states recording the sharpest losses were Alaska, down 24.4 percent to 1,301; and South Carolina, down 20.3 percent to 4,707.

Eight of the nation's nine U.S. Bureau of the Census regions reported year-to-year increases in new incorporations for the first nine months of 1986. The largest gains were in the New England states, up 17.1 percent; the Middle Atlantic states, up 9.3 percent; and the Mountain states, up 6.6 percent. The only region to decline was the West South Central, down 4.7 percent.

Month of September

Compared with year-ago levels, 19 states registered increases of more than 10 percent in September. The states with the greatest increases were Colorado, up 91.8 percent to 1,362; Delaware, up 43.0 percent to 2,665; and Missouri, up 37.8 percent to 1,155. Of the 24 states reporting annual decreases, the sharpest were in Kansas, down 26.8 percent to 273; and Texas, down 23.2 percent to 2,510.

Seven of the nation's nine U.S. Bureau of the Census regions recorded increases in new incorporation over the comparable 1985 period. The largest increases were in the Mountain region, up 23.2 percent, and the Middle Atlantic region, up 14.6 percent. New incorporations declined in the West South Central states, down 15.5 percent, and the East North Central states, down 5.0 percent.

Florida reported the largest number of new incorporations in September with 6,287, followed by New York with 6,204; California with 6,002; and Delaware with 2,665. On a percentage basis, new

incorporations increased in Florida, up 5.0 percent over the previous month over the previous month; New York, up 13.5 percent; California, up 12.6 percent; and Delaware, up 13.8 percent.

On a seasonally adjusted basis, 57,310 new incorporations were recorded in September, a 2.5 percent increase over the 55,939 new incorporations reported in September 1985.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and services, with worldwide revenue of nearly $2.8 billion in 1985.

(See Attached Tables)

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Sept. 1986	Aug. 1986	% Change Aug. 1986 Sept. 1986	Sept. 1985	% Change Sept. 1985 Sept. 1986	-Total Nine Months-- 1986	1985	% Change 9 Months '85-'86
NEW ENGLAND	3,240 E	2,968 R	9.2	3,112	4.1	31,459 E	26,863	17.1
Maine	248 E	215 R	15.3	218	13.8	2,251 E	1,898	18.6
New Hampshire	273	103	165.0	299	-8.7	2,872	2,576	11.5
Vermont	134	139	-3.6	134	0.0	1,349	1,281	5.3
Massachusetts	1,280	1,262	1.4	1,127	13.6	12,664	11,738	7.9
Connecticut	1,021	978	4.4	1,093	-6.6	9,694	7,093	36.7
Rhode Island	284	271	4.8	241	17.8	2,629	2,277	15.5
MIDDLE ATLANTIC	10,520	9,447	11.4	9,180	14.6	98,103	89,754	9.3
New York	6,204	5,466	13.5	5,343	16.1	57,554	53,974	6.6
New Jersey	2,639	2,476	6.6	2,483	6.3	25,260	22,652	11.5
Pennsylvania	1,677	1,505	11.4	1,354	23.9	15,289	13,128	16.5
EAST NORTH CENTRAL	6,260	6,441	-2.8	6,588	-5.0	64,023	60,612	5.6
Ohio	1,252	1,379	-9.2	1,293	-3.2	14,028	12,993	8.0
Indiana	797	768	3.8	838	-4.9	7,925	7,278	8.9
Illinois	2,041	2,089	-2.3	2,110	-3.3	19,944	19,409	2.8
Michigan	1,676	1,680	-0.2	1,856	-9.7	17,129	16,077	6.5
Wisconsin	494	525	-5.9	491	0.6	4,997	4,855	2.9
WEST NORTH CENTRAL	2,810	2,493	12.7	2,600	8.1	25,547	24,412	4.6
Minnesota	739	691	6.9	714	3.5	7,236	6,759	7.1
Iowa	318	289	10.0	329	-3.3	3,247	3,092	5.0
Missouri	1,155	818	41.2	838	37.8	8,448	7,649	10.4
North Dakota	68	67	1.5	55	23.6	730	618	18.1
South Dakota	69	69	0.0	85	-18.8	736	703	4.7
Nebraska	188	215	-12.6	206	-8.7	1,976	2,011	-1.7
Kansas	273	344	-20.6	373	-26.8	3,174	3,580	-11.3
SOUTH ATLANTIC	14,665 E	13,623 ER	7.6	13,402 E	9.4	134,050 ER	126,172	6.2
Maryland	1,337	1,151	16.2	1,243	7.6	11,929	10,613	12.4
Delaware	2,665	2,342	13.8	1,864	43.0	21,563	19,465	10.8
Washington, DC	187 E	186 E	0.5	186 E	0.5	1,690 E	1,637	3.2
Virginia	1,295	1,235	4.9	1,163	11.3	12,591	11,190	12.5
West Virginia	219	252	-13.1	262	-16.4	1,872	1,859	0.7
North Carolina	1,063	954	11.4	943	12.7	9,552	8,755	9.1
South Carolina	487	459	6.1	626	-22.2	4,707	5,907	-20.3
Georgia	1,125	1,059	6.2	1,240	-9.3	12,983	13,105	-0.9
Florida	6,287	5,985 R	5.0	5,875	7.0	57,163 R	53,641	6.6

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Sept. 1986	Aug. 1986	% Changes Aug. 1986 Sept. 1986	Sept. 1985	% Change Sept. 1985 Sept. 1986	-Total Nine Months-- 1986	1985	% Change 9 Months '85-'86
EAST SOUTH CENTRAL	2,277	2,141	6.4	2,089 E	9.0	20,327	19,452	4.5
Kentucky	691	595	16.1	609	13.5	5,904	5,948	-0.7
Tennessee	724	783	-7.5	743	-2.6	6,976	6,470	7.8
Alabama	541	514	5.3	482	12.2	5,231	4,642	12.7
Mississippi	321	249	28.9	255 E	25.9	2,216	2,392	-7.4
WEST SOUTH CENTRAL	4,358	4,888	-10.8	5,160 E	-15.5	48,391	50,768	-4.7
Arkansas	487	462	5.4	427	14.1	4,598	4,123	11.5
Oklahoma	591	640	-7.7	656 E	-9.9	5,859	6,300	-7.0
Louisiana	770	869	-11.4	808	-4.7	8,983	8,964	0.2
Texas	2,510	2,917	-14.0	3,269	-23.2	28,951	31,381	-7.7
MOUNTAIN	3,806	3,617 R	5.2	3,090	23.2	36,978	34,678	6.6
Montana	99	100	-1.0	102	-2.9	1,072	1,048	2.3
Idaho	114	122	-6.6	103	10.7	1,343	1,227	9.5
Wyoming	69	82	-15.9	77	-10.4	705	803	-12.2
Colorado	1,362	1,150	18.4	710	91.8	12,153	10,431	16.5
New Mexico	193	184	4.9	208	-7.2	1,836	2,163	-15.1
Arizona	929	1,012	-8.2	1,006	-7.7	10,011	9,791	2.2
Utah	290	224 R	29.5	254	14.2	2,967	2,762	7.4
Nevada	750	743	0.9	630	19.0	6,891	6,453	6.8
PACIFIC	7,540 E	6,913 E	9.1	6,970	8.2	66,488 R	61,682	7.8
Alaska	117	110	6.4	152	-23.0	1,301	1,721	-24.4
Washington	728	722	0.8	731	-0.4	7,358	6,987	5.3
Oregon	511	514	-0.6	485	5.4	5,462	5,241	4.2
California	6,002 E	5,329 E	12.6	5,386	11.4	50,278	45,478	10.6
Hawaii	182 E	238 E	-23.5	216	-15.7	2,089 R	2,255	-7.4
TOTAL U. S. (unadjusted)	55,476 E-P	52,531 E-P	5.6	52,191 ER	6.3	525,366 ER	494,393	6.3
TOTAL U.S. (seasonally adjusted)	57,310 P	55,647 P	3.0	55,939 R	2.5			

E = Estimated - California provided estimated figures for July & August on 10/6/86 and for September on 10/30/86.
P = Preliminary

Source: Economic Analysis Department, The Dun & Bradstreet Corporation.
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